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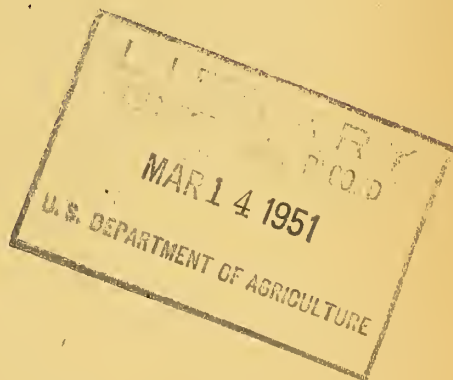
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

JANUARY 1951

United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration



Washington, D. C.
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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during January 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

JANUARY 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household consumers purchased 1,716,000 gallons of frozen concentrated orange juice in January 1951, a 5 percent increase from the December level. The average price remained unchanged from December at 21.6 cents per 6-ounce can. For the period October through January of this season, consumer purchases were 63 percent higher than for the same period of 1949-50.

Consumers purchased 63,000 gallons of frozen concentrated grapefruit juice in January, at an average price of 14.8 cents per 6-ounce can, the lowest price reported for any month of the current marketing season.

Frozen concentrated orange-grapefruit blended juice purchases by consumers declined to 111,000 gallons in January, the smallest volume reported during the 4 months, October-January, for which data are available.

In January 1951 householders bought an increased volume of all canned single strength citrus juices, except orange-grapefruit blend. January purchases of canned grapefruit juice were the largest reported since October 1949 and were almost 20 percent higher than in December 1950. Purchases of other canned juices--tomato, pineapple, prune, and grape--also increased in January.

Average prices paid by householders for canned single strength citrus juices declined for the fourth consecutive month. The average price paid for canned grapefruit juice in January was 25 percent below September 1950 and prices for canned orange juice and orange-grapefruit blended juice averaged about 20 percent below September levels.

Fresh orange purchases by householders in January 1951 totaled 3,216,000 boxes, a decrease of 6 percent from December but 6 percent above January a year ago. Purchases of Florida oranges in January 1951 decreased to 1,333,000 boxes--almost 20 percent below December. At the same time, household purchases of Texas oranges declined sharply to 218,000 boxes, compared with 301,000 boxes in December. But California orange purchases continued to increase in January, totaling 1,152,000 boxes.

In January 1951 household consumers bought 1,810,000 boxes of fresh grapefruit at an average price of 80.6 cents per dozen. Purchases were 18 percent higher than in January 1950, while the average price paid was 15 percent lower.

Dried prune purchases by householders totaled 5,364 tons in January 1951, 18 percent above the quantity purchased in December and slightly above purchases in January 1950. Consumers paid an average of 26.6 cents per pound in January, compared with 26.4 cents in December and 22.7 cents in January a year ago.

Householders bought 1,831 tons of dates in January 1951, a sharp decline from the 6,246 tons purchased in December. Of January purchases, 815 tons were reported as domestic dates, 562 tons as imported dates, and 454 were not identified as to origin. Average prices paid for both domestic and imported dates were practically unchanged from the December levels.

FROZEN CONCENTRATED JUICES

Householders purchased 1,761,000 gallons of frozen concentrated orange juice in January 1951, an 8 percent increase over the 1,638,000 gallons bought in December and 67 percent more than the 1,057,000 gallons purchased in January of last year (fig. 3). Despite the increase in January, purchases were still below the record of 1,865,000 gallons reported in October 1950. However, the increase from December to January was proportionately greater than the increase during the same period of the 1949-50 marketing season. The average price paid by householders during the month remained unchanged from the December average of 21.6 cents per 6-ounce can but was lower than the 24.4 cents paid in January 1950.

The rapid growth in consumer acceptance of frozen concentrated orange juice during the past 2 years is readily shown by the following figures:

Month and year	Consumer purchases	Average price paid	Percentage of families buying
	<u>Gallons</u>	<u>Cents per 6-oz. can</u>	<u>Percent</u>
January 1951	1,761,000	21.6	16.7
January 1950	1,057,000	24.4	12.7
January 1949	227,000	23.9	4.0

During this period the percentage of total purchases of oranges and orange products represented by frozen concentrated orange juice increased from 3 percent in January 1949 to 26 percent in January 1951 (fig. 1). From October through January of the current season, householders purchased 63 percent more frozen concentrated orange juice than during the same period of the 1949-50 marketing season.

In January, consumers bought 63,000 gallons of frozen concentrated grapefruit juice, as compared with 50,000 gallons in December. One factor which may have accounted for the larger purchases is the lower prices which consumers have paid. The average price paid by householders has declined from 19.1 cents per 6-ounce can in October to 14.8 cents per can in January (fig. 4).

Purchases of frozen concentrated orange-grapefruit blended juice declined from 142,000 gallons in December to 111,000 gallons in January. At the same time, the average price paid by consumers increased from 14.5 cents per 6-ounce can to 15.1 cents.

CANNED JUICES

In January 1951 household purchases of canned single strength juices were nearly 10 percent above December levels. Purchases of all canned

juices, except orange-grapefruit blend and apple, increased in January. Average prices paid by householders for canned citrus juices declined from the December levels, while prices of other canned juices showed little change.

Average prices paid for three of the canned citrus juices (orange, grapefruit, and orange-grapefruit blend) have declined each month since September 1950 (fig. 5). In January 1951 prices paid for orange juice averaged 31.5 cents per 46-ounce can, compared with 38.4 cents in September. During the same period the average price of grapefruit juice dropped 9 cents to 27.3 cents per 46-ounce can, and orange-grapefruit blended juice declined 9 cents to 31.1 cents per 46-ounce can.

Householders bought 1,138,000 cases (equivalent No. 2 cans) of canned grapefruit juice in January, a gain of almost 20 percent over December and approximately double the purchases in January a year ago. January purchases were the largest recorded since October 1949 (fig. 5). Purchases of canned grapefruit juice (including the grapefruit content of orange-grapefruit blend) accounted for 37 percent of total purchases of grapefruit products in January 1951, compared with 33 percent in January 1950 (fig. 2). Purchases of grapefruit in the frozen concentrated form accounted for only 3 percent of total grapefruit purchases in January 1951.

Purchases of canned orange juice by householders totaled 1,368,000 cases (equivalent No. 2 cans) in January, an increase of almost 100,000 cases from the preceding month. Nevertheless, purchases were considerably below the January 1950 level of 1,763,000 cases.

Household purchases of canned citrus juices during the first 4 months of the 1950-51 season (October-January) were slightly higher than for the same period in the 1949-50 season. Grapefruit juice purchases were more than 25 percent higher than last season and orange-grapefruit blended juice was up about 5 percent, but purchases of canned orange juice were 14 percent below last season. Prices for these juices generally have averaged lower during the current marketing season.

Canned tomato juice purchases increased from 1,416,000 cases (equivalent No. 2 cans) in December to 1,580,000 cases in January, despite a slight price increase (fig. 6). Household purchases of tomato juice in January exceeded those of canned orange juice by more than 200,000 cases, the largest margin recorded since November 1949.

Householders bought 892,000 cases (equivalent No. 2 cans) of pineapple juice in January, a slight gain over December. The average price paid was unchanged at about 38 cents per 46-ounce can.

In January 1951 household purchases of prune juice totaled 368,000 cases (equivalent No. 2 cans), compared with 328,000 cases in December and 402,000 cases in January 1950. Purchases also increased from December to January a year ago but substantially more than during this season (fig. 9). The average price paid was 32.2 cents per 32-ounce bottle in January 1951, practically unchanged from the preceding month, but 4 cents above the level in January 1950.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges totaled 3,216,000 boxes in January 1951, compared with 3,415,000 boxes in December and 3,032,000 boxes in January a year ago. The 6 percent decline in purchases from December to January this season was considerably less than during the same months a year ago. The proportion of families buying any oranges decreased from 57 percent in December to 50 percent in January 1951.

Florida orange purchases by householders decreased from 1,640,000 boxes in December to 1,333,000 boxes in January 1951. Purchases were approximately equal to those during the corresponding months in the 1949-50 season (fig. 7). During the 5 months (September-January) of this season, household consumers bought approximately the same volume of Florida oranges as in the 1949-50 season. Prices paid for Florida oranges averaged 36.8 cents per dozen in January, compared with 38.3 cents per dozen in December and 37.0 cents per dozen in January 1950. The proportion of families buying Florida oranges dropped from 27 percent in December to 22 percent in January 1951, about the same decline as in the previous season.

Household purchases of California oranges continued to increase in January 1951. Purchases totaled 1,152,000 boxes, 23 percent above December and 15 percent above a year ago. Average prices paid for California oranges dropped from 49.4 cents per dozen in December to 45.9 cents in January. Between the same months in the 1949-50 season, a price increase was accompanied by a decline in purchases (fig. 7). For the first 3 months (November-January) of the 1950-51 season, purchases were more than 10 percent below the same period of last season.

Household purchases of Texas oranges dropped sharply in January to 218,000 boxes, compared with 301,000 boxes in December. At the same time average prices paid for Texas oranges declined from 37.6 cents per dozen in December to 29.3 cents per dozen in January.

Fresh grapefruit purchases continued to increase in January totaling 1,810,000 boxes, compared with 1,425,000 boxes in December and 1,533,000 boxes in January a year ago. Household purchases during the period September through January were about 35 percent higher than during the same months of the 1949-50 season. Grapefruit prices this season have averaged about 10 percent below corresponding months in the 1949-50 season (fig. 8). Householders paid an average of 80.6 cents per dozen in January, a decline of 8 cents from the December level.

Household consumers bought 543,000 boxes of Texas grapefruit in January, an increase of more than 50 percent from December. Texas grapefruit accounted for a larger proportion of total grapefruit purchases in January than in any preceding month of the 1950-51 season. Prices paid for Texas grapefruit averaged 73 cents per dozen in January, compared with 86 cents in December and \$1.01 per dozen in October 1950.

In January 1951 householders bought 663,000 boxes of Florida grapefruit. The average price paid during the month for Florida grapefruit was 91.5 cents per dozen, a considerably higher price than was paid for grapefruit from other production areas. Household consumers bought 201,000 boxes of California-Arizona grapefruit at an average price of 67.5 cents per dozen.

Household purchases of 193,000 boxes of fresh lemons in January 1951 were 5 percent below December but 12 percent above January 1950. The average price paid for lemons during January was 45 cents per dozen, slightly above December but considerably below the 61 cents in January 1950. Fresh lemons were purchased by 21 percent of all families in January--practically the same as in January a year ago.

DRIED FRUITS

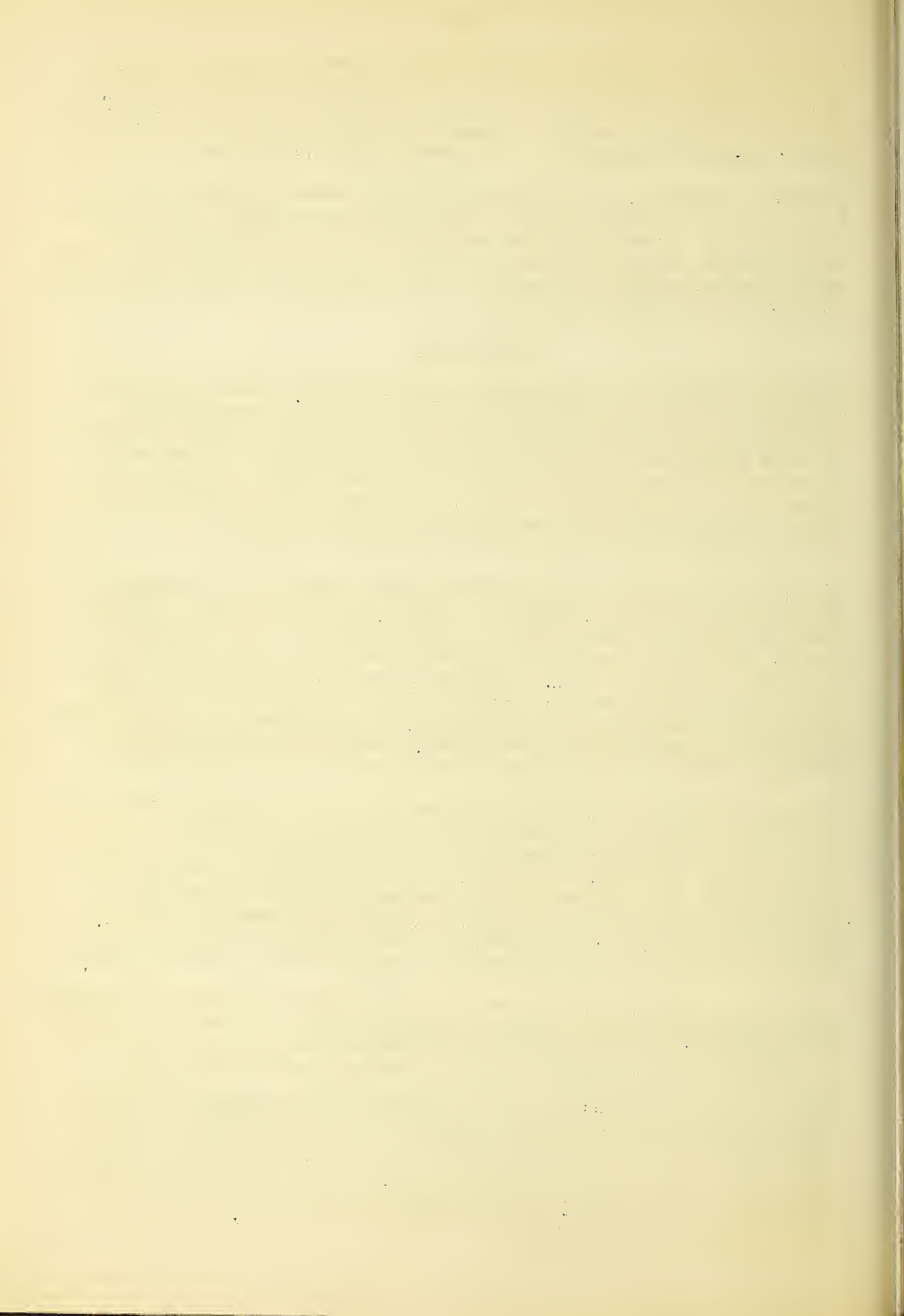
Household purchases of dried prunes, dried apricots, dried peaches, and dried apples increased substantially in January 1951, compared with December. During January a larger number of families reported purchases of these fruits than in the previous month. Purchases of dates, on the other hand, declined sharply following the peak demand in December. Prices paid by consumers for dried fruits during January 1951 were relatively unchanged from those recorded in December but substantially higher than in the same period of the 1949-50 marketing season.

Dried prune purchases by householders totaled 5,364 tons in January, considerably more than the 4,541 tons bought in December but only slightly above purchases in January 1950. For the 4 months, October through January, purchases were 16 percent larger than during the same period of the 1949-50 marketing season. Changes in the volume purchased in these months have followed the same pattern in both the 1949-50 and 1950-51 marketing seasons (fig. 9). Prices paid by householders for dried prunes averaged 26.6 cents per pound in January, compared with 26.4 cents in December, and were about 4 cents above the average for January 1950.

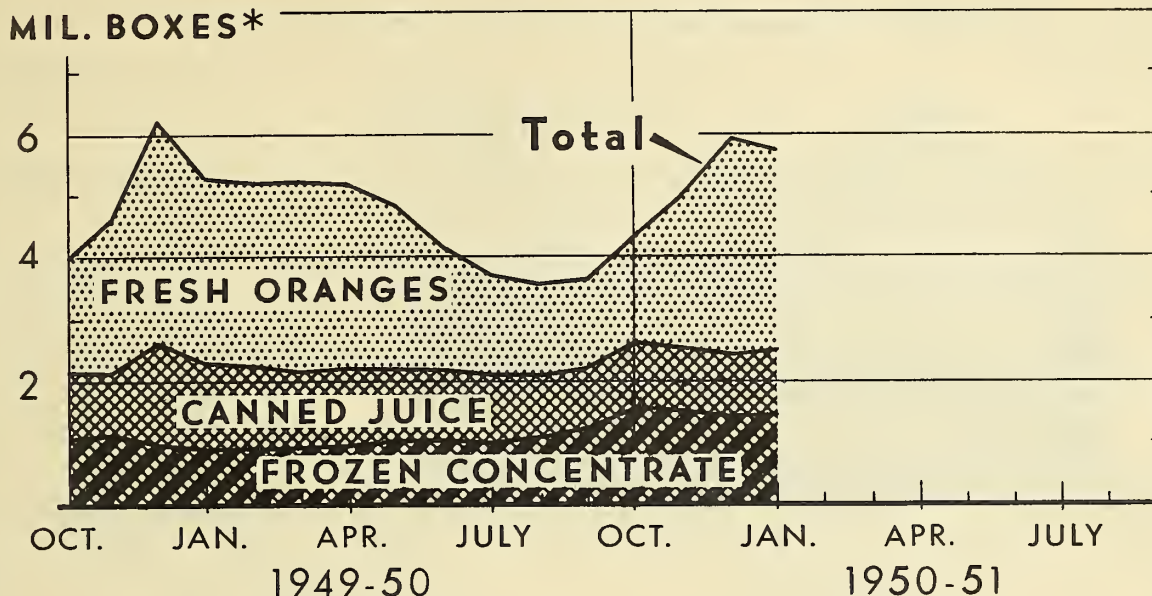
Household consumers in January purchased 815 tons of domestic dates, 561 tons of imported dates, and 454 tons which were not identified by origin. The total of 1,831 tons represented a very sharp decline from the 6,246 tons reported in December but was well above the level of purchases in January 1950. The tonnage reduction in purchases during January was approximately equal for both domestic and imported dates (fig. 10). In the 4-month period (October-January) of the current season, consumers purchased 5,459 tons of domestic dates and 4,715 tons of imported dates.

In January, consumers paid an average of 31.7 cents per pound for domestic dates, compared with 46.6 cents for imported dates. Prices paid for domestic dates during the past 4 months (October-January) have continued to be about 14 cents per pound less than reported for imported dates.

Total household purchases of dried apricots, dried peaches, and dried apples over the past 4 months (October-January) were substantially below purchases for the corresponding portion of the 1949-50 season. On the other hand, dried fig purchases during the 4 months were only slightly below those for the same period last season. The average price paid by consumers for dried figs was moderately higher than for the same months of 1949-50, while those for dried apricots, dried peaches, and dried apples increased substantially.



PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

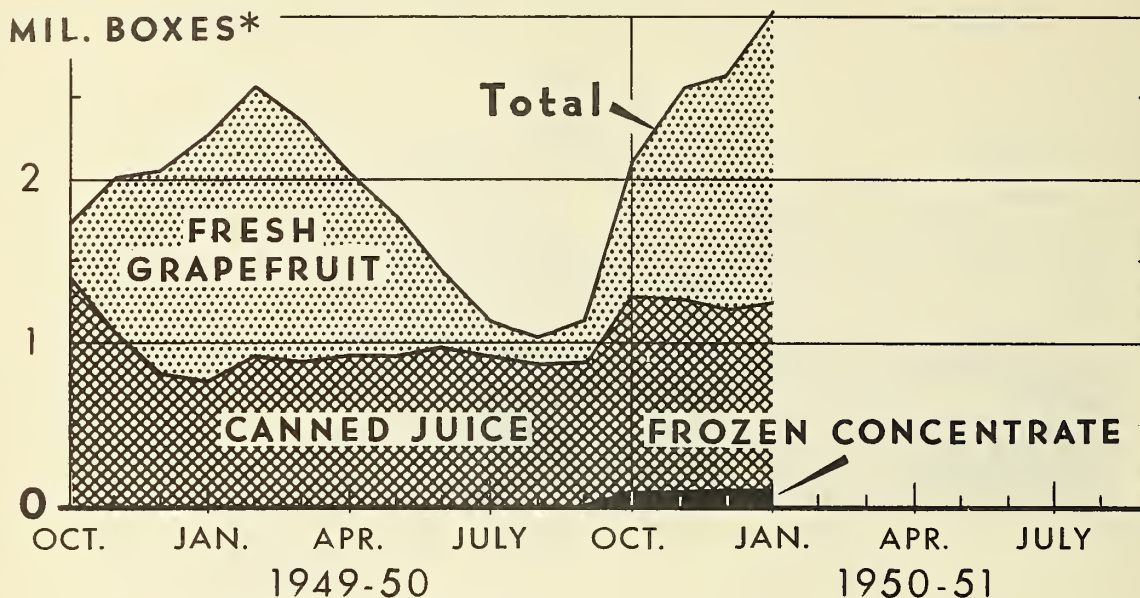
Period	Frozen orange concentrate 2/		Canned single-strength orange juice 3/		Fresh oranges		All orange products	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	1,035	1,599	1,097	1,069	1,868	1,686	4,000	4,354
December	1,088	1,508	1,013	1,062	2,556	2,266	4,657	4,836
October-December 1/	985	1,418	1,618	1,058	3,633	3,415	6,236	5,891
	3,405	4,938	4,047	3,464	8,726	7,909	16,178	16,311
January	873	1,463	1,399	1,050	3,032	3,216	5,304	5,729
February	900		1,362		2,964		5,226	
March	907		1,261		3,106		5,274	
October-March 1/	6,315		8,414		18,596		33,325	
April	937		1,261		3,002		5,200	
May	1,027		1,188		2,620		4,835	
June	1,039		1,153		1,965		4,157	
October-June 1/	9,561		12,335		26,695		48,591	
July	1,006		1,098		1,622		3,726	
August	1,080		1,002		1,499		3,581	
September	1,214		988		1,437		3,639	
Season 1/	13,133		15,677		31,632		60,442	

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 2/		Canned single- strength grapefruit juice 3/		Fresh grapefruit		All grapefruit products	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
October		98	1,391	1,180	334	830	1,725	2,108
November		98	1,064	1,152	953	1,319	2,017	2,569
December		108	803	1,096	1,255	1,425	2,058	2,629
October-December 1/		336	3,389	3,756	2,851	3,974	6,240	8,066
January		100	745	1,139	1,533	1,810	2,278	3,049
February			911		1,670		2,581	
March			880		1,477		2,357	
October-March 1/			6,148		7,929		14,077	
April			924		1,123		2,047	
May			922		861		1,783	
June			992		422		1,414	
October-June 1/			9,220		10,532		19,752	
July			929		214		1,143	
August			863		172		1,035	
September			874		262		1,136	
Season 1/			12,100		11,212		23,312	

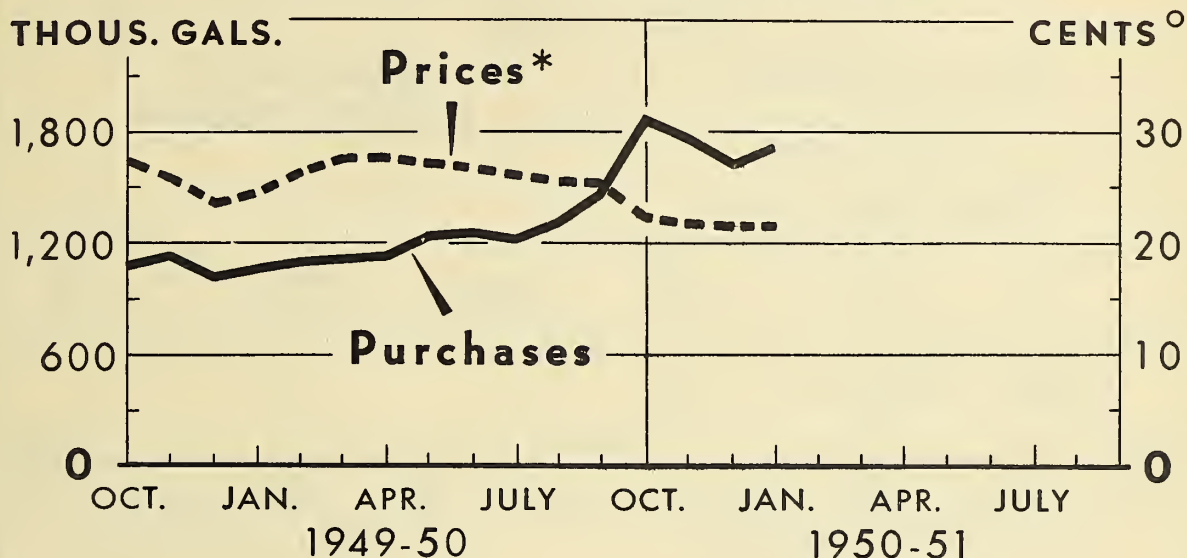
1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

^o PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48004-XX BUREAU OF AGRICULTURAL ECONOMICS

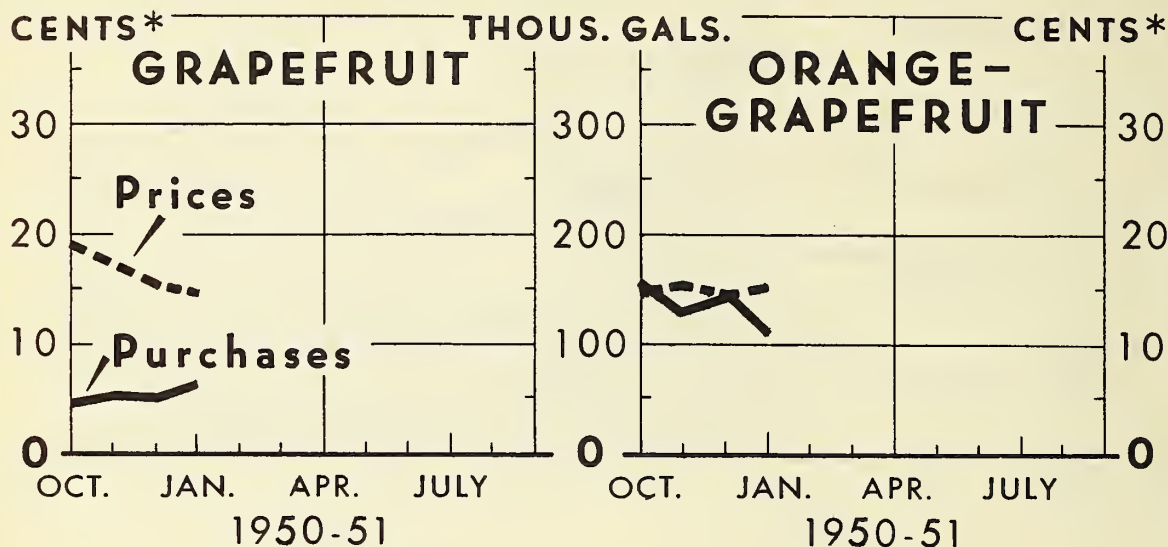
Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid per 6 oz. can, October 1949 to date

Period	Purchases		Average price	
	1949 - 50	1950-51	1949 - 50	1950 - 51
	1,000 Gallons	1,000 Gallons	Cents	Cents
October	1,076	1,856	27.3	22.1
November	1,131	1,762	25.9	21.7
December	1,024	1,638	23.7	21.6
October-December 1/	3,540	5,756		
January	1,057	1,716	24.4	21.6
February	1,089		26.4	
March	1,098		27.7	
October-March 1/	7,063			
April	1,134		27.8	
May	1,243		27.2	
June	1,258		26.8	
October-June 1/	10,993			
July	1,218		26.1	
August	1,308		25.7	
September	1,470		25.5	
Season 1/	15,318			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

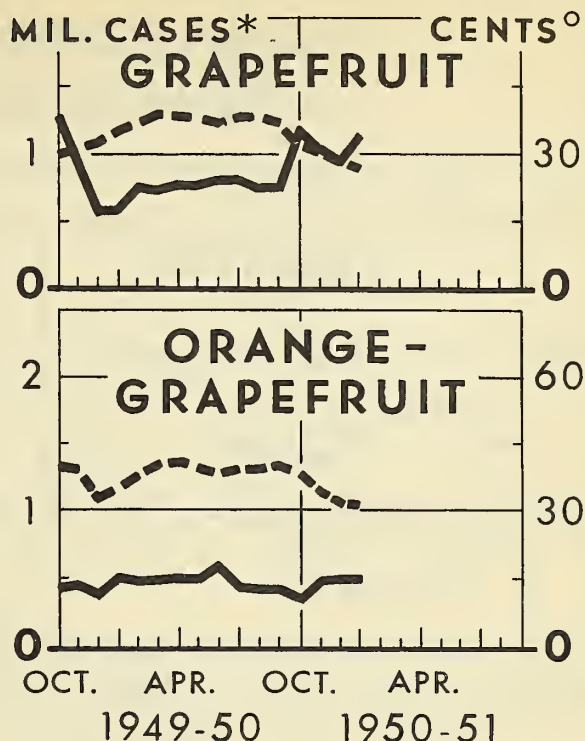
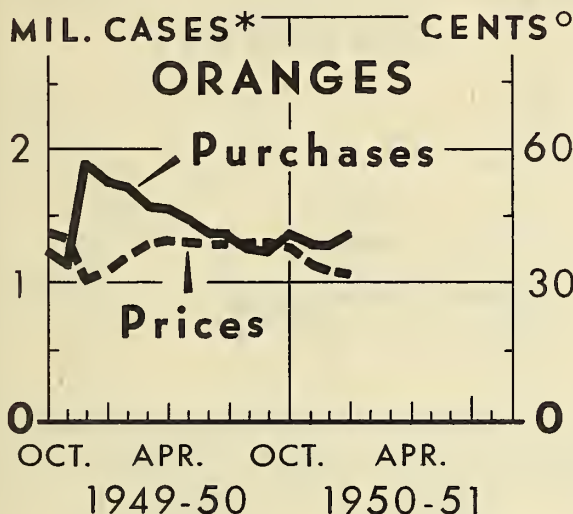
Fig. 4.--Frozen concentrated citrus juices: Consumer purchases and prices paid per 6 oz. can, October 1950 to date

Period	Grapefruit		Orange-Grapefruit Blend	
	Purchases	Average prices	Purchases	Average prices
	1,000 Gallons	Cents	1,000 Gallons	Cents
1950-51				
October	45	19.1	157	14.8
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February				
March				
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3 month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.5.—Canned citrus juices: Consumer purchases and prices paid per 46 oz. can, October 1949 to date

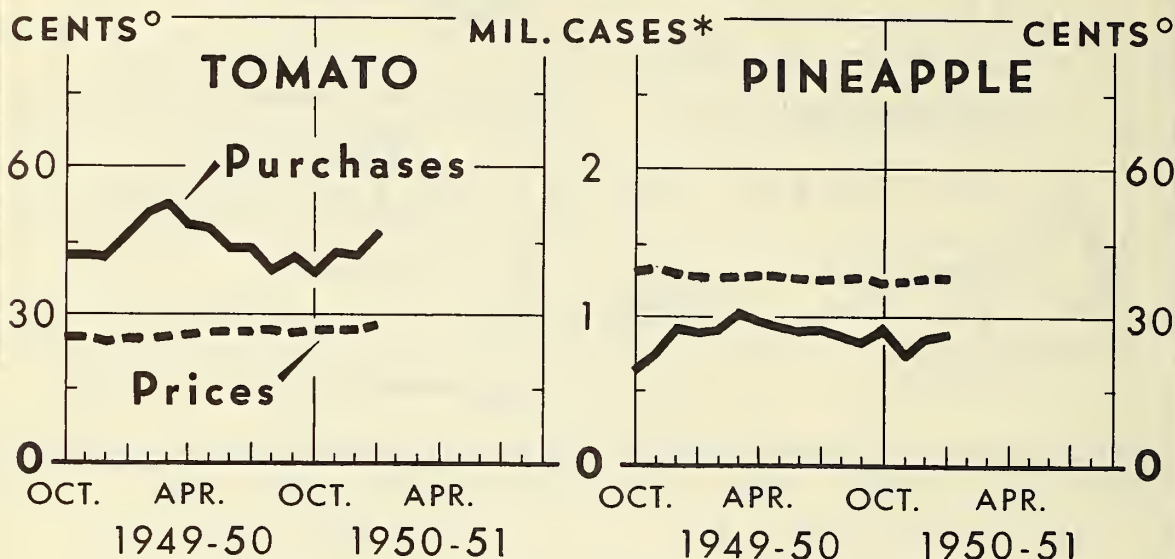
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	1,000 Cases 2/	1,000 Cases 2/	Cents	Cents	1,000 Cases 2/	1,000 Cases 2/	Cents	Cents	1,000 Cases 2/	1,000 Cases 2/	Cents	Cents
Oct.	1,260	1,357	41.1	37.3	1,282	1,117	30.0	31.6	439	364	40.4	38.0
Nov.	1,137	1,284	39.6	33.7	919	1,022	30.8	30.3	461	489	39.3	33.7
Dec.	1,890	1,272	30.4	32.1	573	956	32.2	28.5	388	499	33.0	31.6
Oct.-Dec. 1/	4,770	4,248			2,967	3,390			1,385	1,455		
Jan.	1,763	1,368	32.3	31.5	570	1,138	35.2	27.3	500	499	34.8	31.1
Feb.	1,722		36.2		765		36.4		476		37.9	
March	1,570		38.4		723		38.5		490		39.9	
Oct.-March 1/	10,275				5,214				2,961			
April	1,565		39.1		768		38.0		498		40.5	
May	1,462		38.4		767		37.8		494		39.2	
June	1,365		37.8		798		36.6		588		38.0	
Oct.-June 1/	15,068				7,737				4,674			
July	1,366		37.9		808		37.6		428		38.8	
Aug.	1,236		38.4		744		37.7		411		39.3	
Sept.	1,215		38.4		755		36.0		414		39.8	
Season 1/	19,200				10,222				6,041			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.6.—Tomato and pineapple juice: Consumer purchases and prices paid per 46 oz. can, October 1949 to date

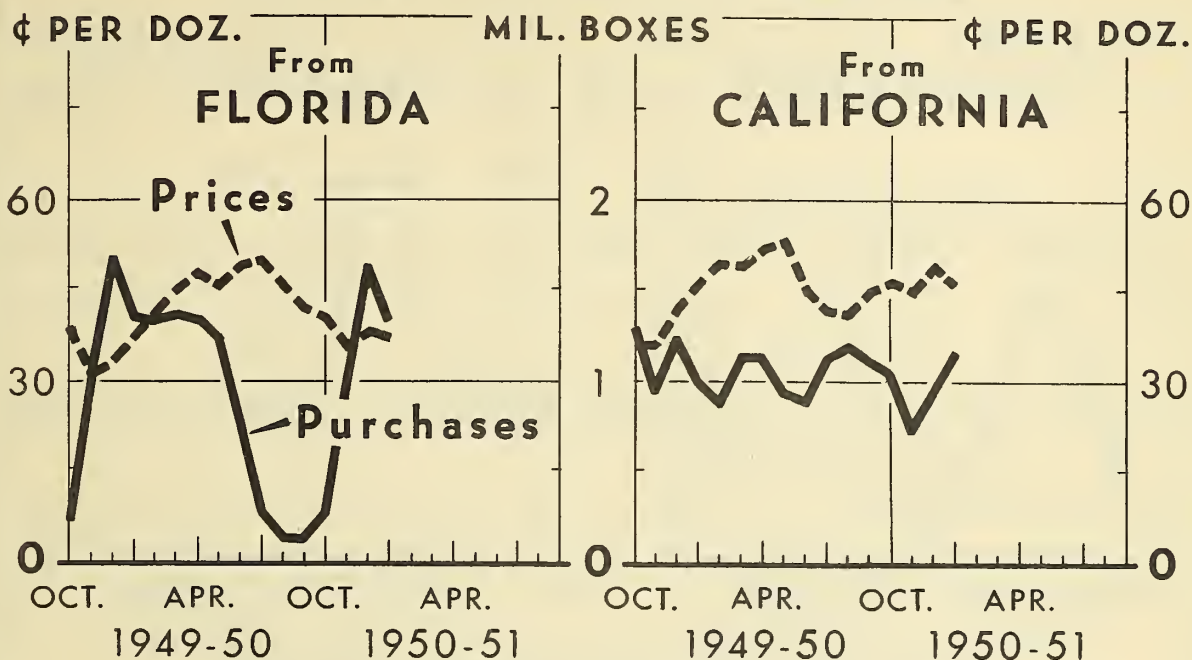
Period	Tomato				Pineapple			
	Purchases		Average prices		Purchases		Average prices	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	Cases 2/	Cases 2/	Cents	Cents	Cases 2/	Cases 2/	Cents	Cents
October	1,396	1,293	24.8	27.1	656	915	39.1	37.2
November	1,413	1,426	24.8	27.4	762	757	39.7	37.4
December	1,393	1,416	24.6	27.5	924	857	38.9	37.7
October-December 1/	4,562	4,499			2,559	2,750		
January	1,545	1,580	25.6	28.0	901	892	38.4	37.7
February	1,692		25.6		919		38.2	
March	1,754		26.1		1,027		37.9	
October-March 1/	9,993				5,685			
April	1,610		26.5		990		38.3	
May	1,578		26.9		938		38.4	
June	1,452		26.9		920		38.0	
October-June 1/	15,015				8,772			
July	1,452		26.9		927		37.8	
August	1,293		27.4		871		37.9	
September	1,394		26.9		838		38.0	
Season 1/	19,480				11,626			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Equivalent cases of 24 No. 2 cans = 432 ounces per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

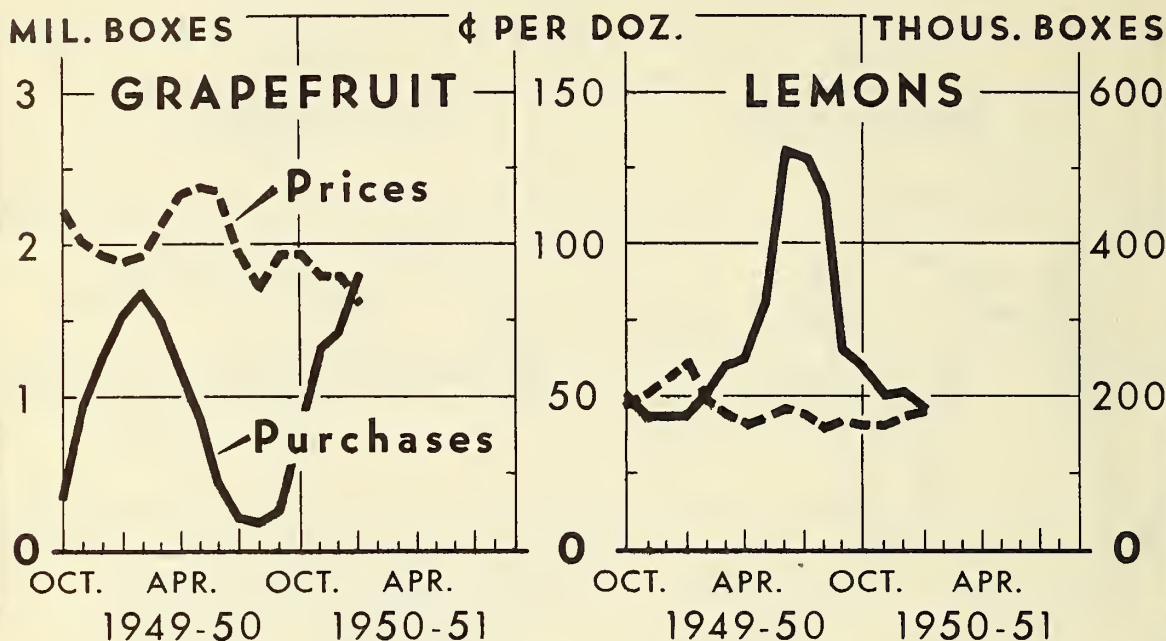
Fig.7.--Florida and California oranges: Consumer purchases and prices paid per dozen, October 1949 to date

Period	Florida				California			
	Purchases		Average prices		Purchases		Average prices	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	Boxes	Boxes	Cents	Cents	Boxes	Boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	218	278	38.6	40.5	1,293	1,045	36.0	46.5
December	1,029	999	31.2	35.6	945	738	36.1	45.4
October-December 1/	1,664	1,640	32.9	38.3	1,231	938	42.1	49.4
	3,200	3,216			3,680	2,865		
January	1,346	1,333	37.0	36.8	1,003	1,152	46.0	45.9
February	1,331		41.1		887		49.4	
March	1,365		44.5		1,123		49.0	
October-March 1/	7,609				6,929			
April	1,340		48.0		1,121		52.3	
May	1,229		46.3		934		53.2	
June	778		48.8		902		44.6	
October-June 1/	11,250				10,058			
July	258		50.2		1,135		41.5	
August	122		46.2		1,183		40.9	
September	120		42.1		1,107		44.9	
Season 1/	11,775				13,773			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

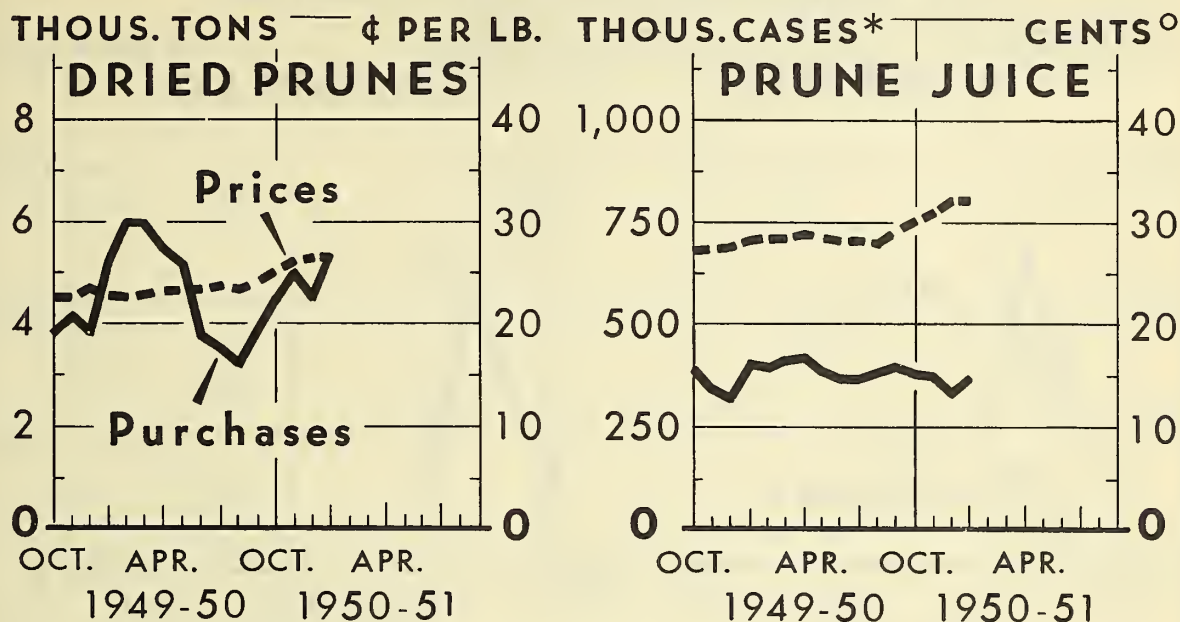
Fig. 5.—Grapefruit and lemons: Consumer purchases and prices paid per dozen, October 1949 to date.

Period	Grapefruit				Lemons			
	Purchases		Average prices		Purchases		Average prices	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	Boxes	Boxes	Cents	Cents	Boxes	Boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	334	830	110.5	96.9	199	236	46.8	40.5
December	953	1,319	100.7	88.5	174	201	51.0	40.8
October-December 1/	1,255	1,425	96.2	88.5	172	204	55.9	42.8
	2,851	3,974			588	691		
January	1,533	1,810	93.8	80.6	172	193	61.3	44.8
February	1,670		96.3		204		48.1	
March	1,477		106.4		242		44.4	
October-March 1/	7,929				1,256			
April	1,123		117.4		249		40.8	
May	861		118.9		320		42.4	
June	422		116.5		519		45.5	
October-June 1/	10,532				2,432			
July	214		97.4		512		44.4	
August	172		85.5		464		40.3	
September	262		96.6		257		41.8	
Season 1/	11,212				3,772			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

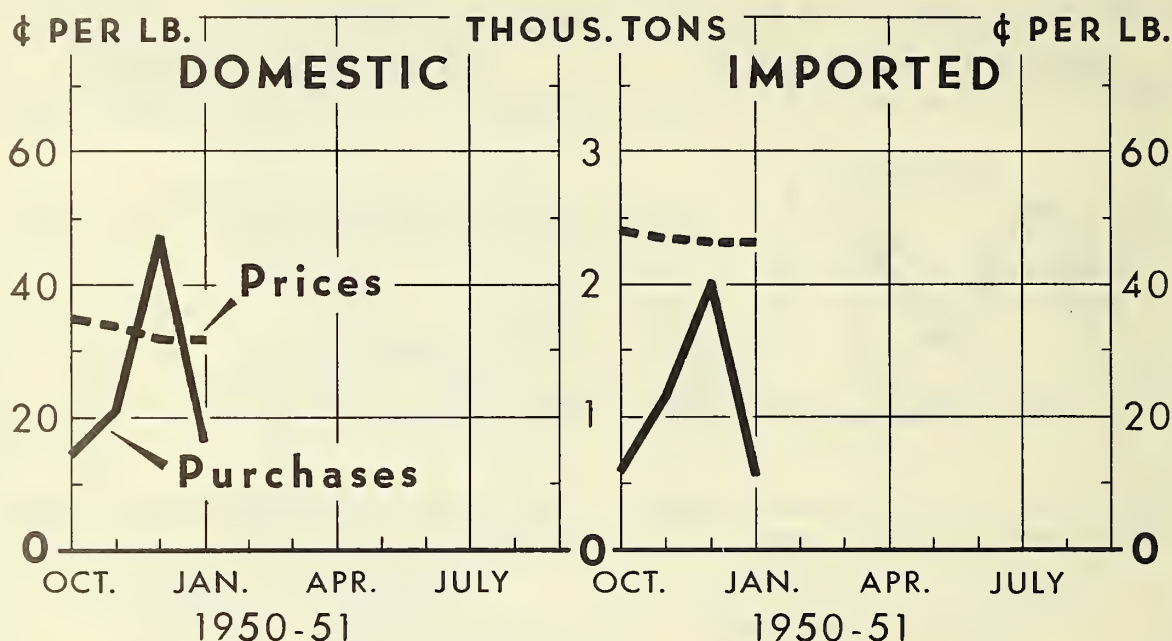
Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51
	Tons	Tons	Cents	Cents	1,000 Cases 2/	1,000 Cases 2/	Cents	Cents
October	3,304	4,485	22.6	25.0	383	381	27.1	30.1
November	4,120	4,996	22.6	26.0	337	373	27.3	30.9
December	3,840	4,541	23.6	26.4	317	328	27.5	32.0
October-December 1/	12,847	15,625			1,137	1,189		
January	5,222	5,364	22.7	26.6	402	368	28.1	32.2
February	5,980		22.6		393		28.4	
March	5,952		22.8		408		28.5	
October-March 1/	33,972				2,459			
April	5,528		23.0		417		28.7	
May	5,174		23.1		386		28.5	
June	3,755		23.2		369		28.4	
October-June 1/	49,422				3,736			
July	3,507		23.7		368		28.4	
August	3,193		23.3		379		28.0	
September	3,873		23.9		395		29.3	
Season 1/	60,712				4,978			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10--Dates: Consumer purchases and prices paid per pound, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices	Purchases	Average prices
	Tons	Cents	Tons	Cents
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,644		4,153	
January	815	31.7	562	46.6
February				
March				
October-March 1/				
April				
May				
June				
October-June 1/				
July				
August				
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U.S. total consumer purchases, percentage of families buying and average prices, January 1951 and comparative months 1/

		Consumer purchases <u>1,000 gallons</u>	Percentage of families buying <u>Percent</u>	Average price per 6-oz. can <u>Cents</u>
Orange juice				
January	1951	1,716	16.7	21.6
December	1950	1,638	16.2	21.6
January	1950	1,057	12.7	24.4
Grape juice				
January	1951	80	1.9	25.7
December	1950	70	1.6	26.6
January	1950	53	1.2	24.1
Grapefruit juice				
January	1951	63	1.2	14.8
December	1950	50	1.1	15.6
November	1950	51	1.1	17.4
Orange and grapefruit blend				
January	1951	111	1.6	15.1
December	1950	142	1.7	14.5
November	1950	129	2.0	15.4
Other concentrates				
January	1951	39	<u>2/</u>	18.2
December	1950	37	<u>2/</u>	16.6
November	1950	70	<u>2/</u>	17.3
Total				
January	1951	2,009	18.5	<u>2/</u>
December	1950	1,937	17.6	<u>2/</u>
January	1950	1,126	13.2	<u>2/</u>

1/ Each month represents a 4-week period.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U.S. total consumer purchases, percentage of families buying and average prices, January 1951, December 1950, and January 1950 1/

		Consumer purchases cases of 24 #2's families buying	Percentage of families buying	Average price per 46-oz. can 2/
		<u>1,000 cases</u>	<u>Percent</u>	<u>Cents</u>
Orange				
January	1951	1,368	13.4	31.5
December	1950	1,272	13.0	32.1
January	1950	1,763	16.6	32.3
Grapefruit				
January	1951	1,138	11.8	27.3
December	1950	956	10.5	28.5
January	1950	570	8.0	35.2
Orange and grapefruit blend				
January	1951	499	6.0	31.1
December	1950	499	6.0	31.6
January	1950	500	6.6	34.8
Lemon				
January	1951	41	2.2	11.8
December	1950	35	2.2	12.2
January	1950	37	2.3	12.4
Tomato				
January	1951	1,580	19.5	28.0
December	1950	1,416	17.9	27.5
January	1950	1,545	19.9	25.6
Pineapple				
January	1951	892	13.3	37.7
December	1950	857	13.1	37.7
January	1950	901	14.4	38.4
Prune				
January	1951	368	5.6	32.2
December	1950	328	5.5	32.0
January	1950	402	6.9	28.1
Total <u>3/</u>				
January	1951	6,849	49.4	
December	1950	6,249	47.9	
January	1950	6,661	50.4	

1/ Each month represents a 4-week period.

2/ Except: Lemon juice, 5 $\frac{1}{2}$ -ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

National Consumer Panel of Industrial Surveys Company.

Table 3.—Fresh citrus fruits: U.S. total consumer purchases,
percentage of families buying and average prices,
January 1951 and comparative months 1/

	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California			
January 1951	1,152	22.7	45.9
December 1950	938	21.4	49.4
January 1950	1,003	22.6	46.0
Florida			
January 1951	1,333	21.7	36.8
December 1950	1,640	26.7	38.3
January 1950	1,346	23.3	37.0
Texas			
January 1951	218	4.1	29.3
December 1950	301	5.4	37.6
November 1950	184	4.6	33.7
Total			
January 1951	3,216	50.4	39.7
December 1950	3,468	56.6	41.6
January 1950	3,032	50.4	39.8
Grapefruit			
Texas			
January 1951	543	11.4	72.9
December 1950	352	8.7	86.2
November 1950	262	7.7	86.6
Total			
January 1951	1,810	33.9	80.6
December 1950	1,425	30.5	88.5
January 1950	1,533	31.4	93.8
Lemons			
January 1951	193	20.6	44.8
December 1950	204	20.7	42.8
January 1950	172	21.5	61.3

1/ Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, January 1951, December 1950, and January 1950 ^{1/}

	<u>Consumer purchases</u> <u>Tons</u>	<u>Percentage of families buying</u> <u>Percent</u>	<u>Average price per pound</u> <u>Cents</u>
Apples			
January 1951	169	1.0	43.1
December 1950	102	.6	43.3
January 1950	193	1.0	33.6
Apricots			
January 1951	760	3.2	56.0
December 1950	542	2.8	57.8
January 1950	864	4.3	49.1
Dates			
January 1951	1,831	7.4	34.3
December 1950	6,246	22.5	35.4
January 1950	1,226	5.3	32.8
Figs			
January 1951	384	1.8	43.0
December 1950	740	4.0	44.8
January 1950	439	1.7	35.4
Mixed Fruit			
January 1951	204	.9	39.0
December 1950	237	.9	37.2
January 1950	323	1.1	30.0
Peaches			
January 1951	326	1.5	42.7
December 1950	256	1.2	40.1
January 1950	484	2.0	31.5
Prunes			
January 1951	5,364	14.4	26.6
December 1950	4,541	12.3	26.4
January 1950	5,222	13.8	22.7

^{1/} Each month represents a 4-week period.

Table 5.--Canned juices and frozen concentrated juices: U.S. total consumer purchases and average prices, January 1951 (4-week period)

Commodity	Purchases				Average prices			
	: Percentage of all:		: Total all:		: Size of aver-		: Per actual	
	: families buying:		: 1,000 cases 1/		: age purchase:		: unit	
	Percent	1,000 cases 1/	Cases 1/	Ounces	Size	Cents	No. 2 can	Cents
Canned juices								
Orange	13.4	1,368	9.12	64.09	46 oz.	31.5		12.8
Grapefruit	11.8	1,138	7.59	64.75	46 oz.	27.3		11.0
Orange and gft.blend	6.0	499	3.33	59.37	46 oz.	31.1		12.3
Tangerine	1.2	84	.56	49.26	46 oz.	31.8		12.8
Lemon	2.2	41	.28	15.94	5½-6oz.	11.8		35.9
Apple	3.5	219	1.46	45.66	32 oz.	23.2		12.2
Grape	4.3	170	1.13	31.16	32 oz.	43.2		26.6
Pineapple	13.3	892	5.95	47.54	46 oz.	37.7		15.2
Prune	5.6	368	2.45	38.36	32 oz.	32.2		18.2
Tomato	19.5	1,580	10.53	49.77	46 oz.	28.0		11.8
Vegetable combination	3.5	209	1.39	42.76	46 oz.	36.0		15.0
Other juices	2/	281	1.87	37.93	46 oz.	38.8		16.4
Total	49.4	6,849	45.66	51.01				13.5
Frozen concentrated juices								
Orange	16.7	1,716	11.44	13.92	6 oz.	21.6		
Grape	1.9	80	.54	8.83	6 oz.	25.7		
Grapefruit	1.2	63	.42	11.64	6 oz.	14.8		
Orange and gft.blend	1.6	111	.74	12.65	6 oz.	15.1		
Other concentrates	2/	39	.26	10.83	6 oz.	18.2		
Total	18.5	2,009	13.40	13.38				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 6.--Fresh citrus fruit: U.S. total consumer purchases and average prices, January 1951 (4-week period)

Commodity	Purchases					Average price per dozen Cents				
	Percentage of all families buying:	Total	Per 1,000 capita	Size of average purchase:	Units					
							all families buying:	1,000 Boxes	Boxes	Units
Oranges										
California	22.7	1,152	7.7	11.6	45.9					
Florida	21.7	1,333	8.9	13.5	36.8					
Texas	4.1	218	1.5	16.1	29.3					
Unidentified	12.7	513	3.3	11.9	39.2					
Total	50.4	3,216	21.4	12.7	39.7					
Grapefruit										
Florida	13.2	663	4.4	4.2	91.5					
Texas	11.4	543	3.6	6.0	72.9					
Cal.-Arizona	3.7	201	1.3	5.2	67.5					
Unidentified	11.3	403	2.8	4.5	82.4					
Total	33.9	1,810	12.1	4.9	80.6					
Tangerines	18.5	818	5.5	10.9	29.9					
Lemons	20.6	193	1.3	5.4	44.8					
Limes	3	78 1/	5 2/	7.2	30.2					
Total	66.8	6,037 3/	40.3 3/	9.4	44.8					

Table 7.---Dried fruit: U.S. total consumer purchases and average prices,
January 1951 (4-week period)

Commodity	Purchases				Average price	
	Percentage of		Total		: price	
	: all families buying:		: all families :		: average purchase:	
	Percent	Tons	1,000 capita	Size of	per	price
			Pounds	Ounces	ounce	Cents
Apples	1.0	168.8	2.25	11.64		43.1
Apricots	3.2	760.4	10.14	15.67		56.0
Dates						
Domestic	3.0	815.4	10.87	17.25		31.7
Imported	3.5	561.7	7.49	10.55		46.6
Unidentified	1.3	454.2	6.06	21.19		23.8
Total	7.4	1,831.3	24.42	15.02		34.3
Figs	1.8	383.8	5.12	14.16		43.0
Mixed Dried Fruit	.9	204.2	2.72	15.80		39.0
Peaches	1.5	325.9	4.34	14.56		42.7
Pears 1/	.1	25.2	.34	16.00		42.8
Prunes	14.4	5,364.3	71.52	23.22		26.6
Total	33.6	9,063.9	120.85	18.88		32.5

1/ Too few purchases represented to permit significant analysis.
National Consumer Panel of Industrial Surveys Company

